

**THE UNIVERSITY OF NORTH CAROLINA GREENSBORO  
THE BRYAN SCHOOL OF BUSINESS AND ECONOMICS  
DEPARTMENT OF CONSUMER, APPAREL, AND RETAIL STUDIES  
Spring 2024**

APD 244 Visual Communication for the Textile Products Industry

Monday / Wednesday 9:00am-11:15am, GRAM 202

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Office: 213 Stone Building. Office hours M/W 11:30am-1:00pm. Scheduling an appointment ahead is strongly advised.

## **COURSE SYLLABUS**

### **Course Description:**

Prerequisites: **grade of C (2.0) or better in CRS / APD 242.** Survey of industry methods for communicating design concepts and presenting finished products. Emphasis is on use of media and development of techniques for rendering fabrics and textile product designs.

### **Course Objectives:**

1. To explain fashion art in order to develop realistic mental concepts of fashion images, figure stances, garment silhouettes, details, fabric textures, and drape.
2. To demonstrate control of scale, proportion, and garment construction in order to render accurate drawings of garments.
3. To develop a working knowledge of various rendering techniques and media.
4. To build a solid foundation of knowledge in drawing and rendering techniques as applied to apparel.

### **Learning Outcomes/Competencies:**

Through a variety of learning activities, the intention is for you to demonstrate your ability to:

- Illustrate a complete 2-D flat of a garment both by hand and on the computer.
- Illustrate a fashion croquis by hand.
- Render a complete 3-D fashion garment on a body.
- Understand and execute various techniques for rendering numerous types of fabric by hand.
- Demonstrate basic knowledge in using Adobe Illustrator.
- Effectively communicate your designs in a professional presentation setting.

**Text:** None required for purchase (due to Open Educational Resources (OER) Mini-Grant sponsored by the Office of the Provost and the University Libraries). Readings will be posted on Canvas.

**Required Supplies:** Ruler, sketchpad (white paper) must be 11x14", tracing paper (as needed), pencils and erasers, art markers in variety of colors – preferably Copic brand (second half of the semester), ruler, black marker or pen in fine tip, storage device for computer files, other supplies as needed.

### **Technology Requirements:**

- Robust internet connection
- Computer or tablet with audio and microphone capabilities, camera and ability to scan work

- Latest Chrome browser recommended

**Course Regulations:**

1. Dependent on your level of drawing and computer proficiency and your ability to learn skills, an average of 8-12 hours of work outside the class per week may be necessary. *See the UNC Greensboro University Catalog, Suggested Academic Workload Guidelines (under Course Selection).*
  2. Attendance, punctuality, and productive participation are required. Absences **will** have an effect on your final grade. Two tardies &/or early departures will count as one absence. Attendance factors into your participation grade at the end of the semester. Excused absences require documentation, and an excuse is something **beyond your control**. **\*\*Absences for religious holidays and certain university functions (like an athlete participating in a game/match) will be excused, but students are expected to notify me at least two weeks prior to the planned absence and work due may be expected to be turned in before the planned absence.** Refer to <https://catalog.uncg.edu/academic-regulations-policies/university-policies/>
- \*Note: I reserve the right to drop a student from the course after the student has missed more than 50% of the class meetings to date and/or had three (3) successive absences – excused or unexcused.**
3. Students are expected to attend class with all materials needed for the assignment at hand and with any relevant homework. As failure to come with materials and/or homework results in no meaningful work being done, it will be treated as an unexcused absence. Class time is to be used for current assignments.
  4. If a student misses a class, it is the student's responsibility to get the assignment from Canvas or a fellow student. It is also the student's responsibility to get notes on missed demonstrations. Demonstrations will not be repeated. Class time will not be spent catching up students who miss class - it is not fair to take that time away from the students who attend regularly. See me during my office hours if you need assistance with missed work.
  5. Assignments and projects will **not** be accepted late, nor will they be accepted incomplete (To clarify – if an assignment is due at start of class, or 11:00am, then it is late if turned in one minute late, or at 11:01am and will not be accepted). Exceptions will only be made for students with documented emergency excuses. When a student misses an assignment due date because of an emergency, the student should show the instructor what work has been done on the due assignment upon returning to class - in other words, don't come back to class empty handed.
  6. Turn cell phones to “manner mode” or off while in class and refrain from texting or talking on them during class. Do not wear earphones to listen to music, audio, etc. during class.
  7. Unannounced / “pop” quizzes may happen at any time.
  8. Figure out parking and/or transportation so that you are on time to class and can remain in class the full time. If either affects your attendance and participation in class, you may be dropped from the class.

**Course Evaluation:**

All work completed for this course will meet the minimum requirements of the UNCG Honor Code. All work submitted for this course must be new work, and cannot have been submitted for credit in any other course. Your grade will be based on University Guidelines; refer to *The UNC Greensboro University Catalog*. DO keep in mind that “excellent work” requires independent thinking and that to receive this grade, you must bring qualities to your work “above and beyond” those expected by this program.

**GRADING SCALE**

A = 93.0-100 A- = 90.0-92.99	A = high quality work beyond stated requirements: “Excellent”
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B+=87.0-89.99 B = 83.0-86.99 B-=80.0-82.99	B = quality work satisfying requirements: “Very good”
C+=77.0-79.99 C=73.0-76.99 C-=70.0-72.99	C = work satisfies requirements, shows room for improvement in quality: “average”
D+=67.0-69.99 D=63.0-66.99 D-=60.0-62.99	D = minimally acceptable: “needs more effort”
F=below 60	F = unacceptable

Work that **does not meet requirements** (paper size, presentation, orientation, etc.) and/or is submitted incomplete will not be given credit.

Incomplete work is just too complicated to evaluate in a manner that is equitable to those who did complete the work on time; therefore, incomplete work will not be graded. For example, if ten sketches are required and only seven are submitted, none of the sketches will be graded.

If you are tempted to ask if something is required for completion, the answer will most likely be yes, it’s required, *so just do it*.

Grades will be calculated based on the following:

Assignments and quizzes	45%
Midterm exam	15%
Design project	20%
Final exam	15%
Participation	5%

**To do well in this course:** You may need to discipline yourself to develop a habit of drawing daily. You will also need to *practice, practice, practice!*

This class is called Visual *Communication* for the Textile Products Industry, and from previous coursework you should know that sketching (using pencil /paper and/or by computer) is the primary way of *communicating* design ideas. The best way to share your design ideas and the best way to work through your ideas yourself is to draw them **well**. In this class you are charged with learning and practicing the information provided to you. Ideas for design(s) cannot be taught, but ways to get your design ideas across can be learned and practiced; these include drawing proper fit and construction details on garments, illustrating fabric drape and weight within a garment, and communicating colors well.

In many creative fields, students begin by studying the style of an established artist and possibly imitating that style. We will look at many different styles of drawing but the emphasis throughout the course will be a specific, generally accepted style of **fashion** drawing; in other words, we will be working on the fashion croquis basics and *not* highly stylized drawings.

**University Academic Integrity Policy Regarding Cheating:** *“Intentionally using or attempting to use unauthorized materials, information, or study aids in any academic exercise.* Cheating includes but is not limited to unauthorized copying from the work of another student, using notes or other materials not authorized during an examination, giving or receiving information or assistance on work when it is expected that a student

will do his/her own work, or engaging in any similar act that violates the concept of academic integrity. Cheating may occur on an examination, test, quiz, laboratory work report, theme, out of class assignment or any other work submitted by a student to fulfill course requirements and presented as solely the work of the student.” ALL construction MUST BE DONE ENTIRELY BY THE STUDENT WHO SUBMITS THE WORK. Students must demonstrate their skills and growing proficiency during in-class sewing. The instructor reserves the right to refuse to accept work that has not been observed as significantly constructed under instructor supervision. Appropriate sanctions for offenders include failing the assignment, failing the course, or recommended expulsion. Refer to <https://osrr.uncg.edu/academic-integrity/>

### **CARS Statement on Academic Integrity:**

The UNCG Academic Integrity Policy States; “If knowledge is to be gained and properly evaluated, it must be pursued under conditions free from dishonesty. Deceit and misrepresentations are incompatible with the fundamental activity of this academic institution and shall not be tolerated.” By choosing to enroll in this course and by completing the assignments, projects, examinations, etc., you are by default held to the standards of the Academic Integrity Policy, and you are subject to sanctions should you violate the policy in any manner.

**Registration:** It is the student's responsibility to ensure proper enrollment in classes. You are advised to review your official class schedule during the first week of the semester to ensure proper enrollment. Should you determine an error in your class schedule, correct it with your advising office.

**Academic Accommodations:** The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling 336-334-544 or visiting them in Suite 215, EUC.

### **Student Behavior:**

Bryan Faculty and students in this course are expected to adhere to the guidelines stated at this link: <https://bryan.uncg.edu/wp-content/uploads/2023/11/Faculty-and-Student-Guidelines-2018-2019.pdf> The Department of Consumer, Apparel, and Retail Studies (CARS) expects that all students enrolled in the CARS major will behave professionally and in a manner that reflects positively on the department, the school, and the university. This expectation applies to conduct within CARS courses, when working at internship sites, and attending events where students are acting as representatives of the CARS program.

**If you have a concern or complaint related to this course:** Complaints pertaining to a specific course must first be brought up with the instructor. Per the UNCG University Catalog, if a student wishes to appeal an assigned grade, the student should first discuss the concerns with the instructor. If desired, the student may further appeal to the department head, the dean of the school or college, and the provost, in that order. See the University Catalog for further details on Grade Appeals.

**Health and well-being:** Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more

about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to [recovery@uncg.edu](mailto:recovery@uncg.edu)

**In case we are sent away from campus for remote learning,** students will still be expected to complete their drawing assignments. Make adequate preparations.